



CREATE YOUR INCLUSION STATEMENT DEIB EXERCISE FOR COACHES

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WHY HAVE AN INCLUSION STATEMENT?

- We all want to work and play in spaces where our identities and experiences are respected and valued.
- For potential clients, when we explicitly state a commitment to DEIB (Diversity, Equity, Inclusion and Belonging), we're telling them they're welcome and encouraged to work with us.
- For coaches, embracing DEIB—and clients who are different to us—enriches the coaching experience itself by bringing a wide range of perspectives and stories into the conversation.
- Finally, inclusion in coaching not only supports individual growth and empowerment (for both coach and client) but also contributes to a broader cultural shift towards equity, understanding, and perhaps most importantly: belonging.

Here's How to Use this "Inclusion Statement" Tool

The purpose of this exercise is to help you craft an authentic and meaningful inclusion statement.

1. Answer the questions in the worksheet below.
2. Draft your inclusion statement. TIP: Research example inclusion statements (see [Abena's](#) and [Emma-Louise's](#) here).
3. When finished, get help with reviewing your inclusion statement: consult with a DEIB expert or member/s of the groups you wish to support .
4. When finished, add your inclusion statement to your website, marketing and employment materials.

Reflection on Your Own Journey and Resources

Note: You don't have to understand everything about DEIB—what matters is your commitment to personal learning and growth. And below are some thoughtful questions to ponder and help you create an authentic inclusion statement.

1) How has my own background & life experience/s shaped my understanding of and commitment to DEIB?

What experiences have influenced your perspective on inclusion and the challenges faced by underrepresented groups?

TIP: Refer to your completed [Identity Iceberg](#) for helpful insights into your own experiences and beliefs.

2) What gaps or biases do I need to address in my own understanding and approach to DEIB?

Acknowledge your areas for growth. Consider how you can actively work on them.

3) Where and how could I grow my understanding and implementation of DEIB principles?

Who could help you develop your knowledge around DEIB? Perhaps a DEIB expert, community leader or coach who exemplifies a strong commitment to inclusion? Who could you partner with? What DEI books or training could you read/take?

TIP: Many ICF Coaching Chapters offer DEI training opportunities and workshops.

What Does DEIB Mean for You?

4) What does Diversity, Equity, Inclusion and Belonging mean to you? Consider from both a personal perspective and what it means to you as a coach.

Personally, DEIB means _____

As a coach, DEIB means _____

5) What are my personal values and beliefs about diversity, equity, inclusion, and belonging? And how do these values align with your current actions and practices as a coach?

My personal values and beliefs around DEIB are _____

As a result, I do the following _____

6) What specific steps am I willing and able to take to create a more inclusive and supportive environment for all clients, especially those from historically marginalised groups? Think about *actionable* measures such as reviewing your marketing materials, tailored resources, flexible pricing models or specialised programs. Explore strategies for reducing barriers to entry and ensuring equitable access to your services.

Draft Your Inclusion Statement

Next (over the page) you will draft your inclusion statement.

But first, your inclusion statement doesn't need to be long, the important thing is that you have one. You can always update and make it more personal later as you learn and grow. So before you start, here is a simple inclusion statement that we love for inspiration:

Example Inclusion Statement

"You are a member of a school where we not only respect differences, we embrace our diversity. We embrace one another's race and ethnicity. We embrace one another's family background, heritage, language, culture. We embrace one another's religion and your right to your own personal customs and beliefs. We embrace your sexual orientation and your gender identity. We embrace your special needs. We embrace you... And value you as individual human beings. Never forget: You belong here in the school—each and every one of you."

Source: Shared in an [article on belongingness](#) by Montrece McNeill Ransom and found on a sign for students at Evanston Township High School in Illinois, USA.

Now Draft Your Inclusion Statement here:

Review Your DEIB Statement

Before publishing your Inclusion Statement, consult with a DEIB expert or member/s of the groups you wish to support. This ensures your Inclusion Statement is not only well-intentioned, but also informed and effective.

7) Who could review your DEIB statement before you make it public?

List 2-3 people from members of the groups you wish to support eg. a friend, relative, colleague or DEIB expert.

Implement Your DEIB Statement

8) So, where will you put your finished DEIB Inclusion Statement?

Consider your 'Home' and/or 'About' Pages and any marketing and employment materials. Where else?

1. _____

2. _____

3. _____

And when will you do it?

Action _____ by when _____

Ongoing Commitment

9) How will I maintain and demonstrate my commitment to DEIB over time? What could you do ongoing to keep learning and maintain your commitment to DEIB?

10) How could you use your platform and influence to advocate for DEIB within the coaching industry and beyond? Reflect on how you can contribute to broader societal change through your practice and (online or in-person) public presence.

PS. Why not 'be the change you wish to see' by sharing this tool with fellow coaches and business owners?

This coaching tool was co-created for The Coaching Tools Company by Abena Baiden of PositivelyFlourishing.com and Emma-Louise Elsey of FierceKindness.com.